

**AN ANALYSIS OF TOURIST SIGNBOARDS IN
MUNDUK VILLAGE, NORTH BALI**

SKRIPSI

**Diajukan kepada
Universitas Pendidikan Ganesha
untuk Memenuhi Salah Satu Persyaratan
dalam Menyelesaikan
Program Sarjana Terapan**



**Oleh
Kadek Arysta Aswarina
NIM 2252015001**

**PROGRAM STUDI D4 BAHASA INGGRIS UNTUK
KOMUNIKASI BISNIS DAN PROFESIONAL
JURUSAN BAHASA ASING
FAKULTAS BAHASA DAN SENI
UNIVERSITAS PENDIDIKAN GANESHA**

2024

SKRIPSI

**DIAJUKAN UNTUK MELENGKAPI TUGAS DAN
MEMENUHI SYARAT-SYARAT UNTUK MENCAPAI
GELAR SARJANA TERAPAN**

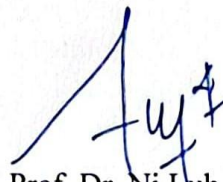
Menyetujui,

Pembimbing I,



I Made Suta Paramarta, S.Pd., M.Hum.
NIP 197807102002121002

Pembimbing II,



Prof. Dr. Ni Luh Putu Sri Adnyani, S.Pd., M.Hum.
NIP 197803112003122001

Skripsi oleh Kadek Arysta Aswarina ini
telah dipertahankan di depan dewan penguji
pada tanggal 28 Juni 2024.

Dewan Penguji,



Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd.
NIP. 198104192006042002

(Ketua)

Penguji I,



Anak Agung Sri Barustyawati, S.Pd., M.Hum.
NIP. 197806082001122005

(Anggota)

Penguji II,



I Made Suta Paramarta, S.Pd., M.Hum.
NIP. 197807102002121002

(Anggota)

Penguji III,



Prof. Dr. Ni Luh Putu Sri Adnyani, S.Pd., M.Hum.
NIP. 197803112003122001

(Anggota)

Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha
guna memenuhi syarat-syarat untuk mencapai gelar sarjana terapan

Pada:

Hari: Senin

Tanggal: 29 Juli 2024

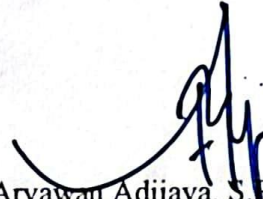
Menyetujui,

Ketua Ujian,



Dr. Ni Luh Eka Sulistia Dewi, S.Pd., M.Pd.
NIP. 198104192006042002

Sekretaris Ujian,



Made Aryawan Adijaya, S.Pd., M.Pd.
NIP. 197712162002121002

Mengesahkan,

Universitas Pendidikan Ganesha
Fakultas Bahasa dan Seni


Dr. Gede Nurjaya, M.Pd.
NIP. 196503201990031002

PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul "An Analysis of Tourist Signboards in Munduk Village, North Bali" beserta seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini atau ada klaim terhadap keaslian karya saya ini.

Singaraja, 29 June 2024

Yang membuat pernyataan,



Kadek Arysta Aswarina

ACKNOWLEDGMENT

First of all, the writer would like to express all praise to the Almighty God, Ida Sanghyang Widhi Wasa, for His blessing, this thesis entitled “AN ANALYSIS OF TOURIST SIGNBOARDS IN MUNDUK VILLAGE, NORTH BALI” could be accomplished.

This thesis’ successful completion results from the cooperative efforts of several considerate contributors. Thus, the author takes this opportunity to express sincere gratitude to all those who have supported and dedicated time and effort to the writer in completing this thesis.

1. I Made Suta Paramarta, S.Pd., M.Hum. as the first supervisor who always patiently guides, gives the writer advice, and always takes the time to help improve the whole of this thesis.
2. Prof. Dr. Ni Luh Putu Sri Adnyani, S.Pd., M.Hum., as the second supervisor, always gives time and constructive feedback while writing this final project.
3. I have received all my dear family's support, love, sacrifice, and affection. Thank you to my parents, Ketut Arnayasa and Ni Luh Sari Dewi Adnyani. I am very grateful because you are always beside me at every step.
4. I would like to thank my sister, Putu Dewinta Arystiana, for the support that has been given. Thank you to my brother, Gede Satrya Arystendi, who always entertains and encourages me. To my dear niece Ni Putu Sheryl Canda Dipta, who always brings joy and enthusiasm.
5. I would like to thank all my friends who always support me and are by my side. I would also like to thank my friends in college, who always understand and encourage each other because I believe we can do everything well.
6. Finally, I would like to thank myself for my dedication and passion and for always striving to reach the point where the challenge can become a reward.

After concluding this final project, the author realizes that this research is still vulnerable to imperfection. Therefore, the writer gladly accepts constructive criticism and valuable suggestions to improve the quality of this research.

Singaraja, 29 Juni 2024,

The writer



TABLE OF CONTENTS

ACKNOWLEDGMENT	i
ABSTRAK	iii
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Identification	3
1.3 The Scope of the Study	3
1.4 Problem Statements	3
1.5 Purposes of Study	4
1.6 Significance of the Study	4
1.6.1 Theoretical Significance	4
1.6.2 Empirical Significance	4
1.7 Definitions of Key Terms	4
1.7.1 Linguistic Landscape	4
1.7.2 Multilingualism	5
CHAPTER II LITERATURE REVIEW	6
2.1 Empirical Review	6
2.2 Theoretical Review	9
2.2.1 Linguistic Landscape	9
2.2.2 Multilingual Text	10
2.2.3 Signboard	11
2.2.4 Tourism Village	11
CHAPTER III RESEARCH METHOD	13
3.1 Research Design	13
3.2 Research Location	14
3.3 Subjects of the Study	14
3.4 Objects of the Study	15
3.5 Method of Data Collection	15

3.5.1 Determining the Boundaries of the Data Collection Area	15
3.5.2 Determining the Criteria of the Sign Used.....	15
3.5.3 Determining the Distinguishing Criteria for the Classification of Outdoor Signs	16
3.6 Instruments of Data Collection	16
3.6.1 Interview Guide.....	16
3.6.2 Observation Sheet	17
3.7 Method of Data Analysis	18
3.8 Research Trustworthiness	19
3.9 Research Procedure.....	20
CHAPTER IV FINDING AND DISCUSSION	21
4.1 Findings	21
4.1.1 Language Distribution on Signboards.....	21
4.1.1.1 Monolingual Signs	23
4.1.1.2 Bilingual Signs	25
4.1.1.3 Multilingual Signs	29
4.1.2 Multilingual Text on Signboards	34
4.1.2.1 Duplication	36
4.1.2.2 Overlapping	36
4.1.2.3 Complementary	37
4.2 Discussion.....	41
CHAPTER V CONCLUSION AND SUGGESTION	43
5.1 Conclusion	43
5.2 Suggestion.....	44
REFERENCES	46
APPENDIX I LETTER OF PERMISSION	49
APPENDIX II THE LINGUISTIC ITEMS	50
APPENDIX III INTERVIEW	90

LIST OF TABLES

Table 3. 1 Observation sheet	17
Table 3. 2 Types of the signs.....	18
Table 3. 3 Language used in signs	18
Table 3. 4 Types of multilingual text on the signs	19
Table 4. 1 Total of Signboards in Munduk Village.....	21
Table 4. 2 Language used on Signs.....	22
Table 4. 3 Multilingual text on signs.....	35



LIST OF FIGURES

Figure 4. 1 Monolingual English Sign	24
Figure 4. 2 Monolingual English Sign	25
Figure 4. 3 Monolingual English Sign	25
Figure 4. 4 Bilingual Balinese-English Sign	27
Figure 4. 5 Bilingual English-Balinese Sign	28
Figure 4. 6 Bilingual English-Indonesian Sign	28
Figure 4. 7 Bilingual Indonesian-English Sign	29
Figure 4. 8 Multilingual Balinese, English, and Indonesian Sign	31
Figure 4. 9 Multilingual Balinese, Indonesian, and English Sign	31
Figure 4. 10 Multilingual English, Indonesian, and Balinese Sign	32
Figure 4. 11 Multilingual French, English, and Indonesian Sign.....	32
Figure 4. 12 Multilingual Indonesian, Balinese, and English Sign	33
Figure 4. 13 Multilingual Indonesian, English, and Balinese Sign	34
Figure 4. 14 Duplication sign	36
Figure 4. 15 Overlapping on multilingual sign	36
Figure 4. 16 Complementary bilingual sign.....	38
Figure 4. 17 Complementary bilingual sign.....	38
Figure 4. 18 Complementary multilingual sign.....	39
Figure 4. 19 Complementary multilingual sign.....	40